

**Medicaid**  
Quit Line Data Summary  
April 1 - June 30, 2002

	<b>Medicaid</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 715</b>	<b>N = 3,421</b>
<b>Percent of Statewide Calls</b>	36.6%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	NA	100.0%
	<b>Medicaid %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 710</b>	<b>N = 3,099</b>
Female	68.2%	62.9%
Male	31.8%	37.1%
<b>Race/Ethnicity</b>	<b>N = 659</b>	<b>N = 2,578</b>
People of Color	13.2%	13.7%
White	86.8%	86.3%
<b>Age</b>	<b>N = 611</b>	<b>N = 2,323</b>
Less than 18 years old	1.3%	2.1%
18 - 24 years old	11.5%	16.3%
25 - 34 years old	22.4%	22.2%
35 - 44 years old	29.1%	27.3%
45 years and older	35.7%	32.0%
<b>Education</b>	<b>N = 696</b>	<b>N = 2,679</b>
Did not graduate high school	30.2%	17.8%
High school graduate	32.3%	33.7%
Some college/vocational school	31.3%	37.4%
College graduate	6.2%	11.0%
<b>Caller Type</b>	<b>N = 626</b>	<b>N = 2,929</b>
General Information	0.5%	11.5%
Health care provider	0.0%	2.8%
Tobacco user	99.5%	85.6%
<b>Payer Type</b>	<b>N = 715</b>	<b>N = 1,951</b>
Medicaid	100.0%	36.6%
<b>Heard About</b>	<b>N = 557</b>	<b>N = 2,463</b>
Past caller	19.4%	17.0%
Employer/worksites	0.0%	1.3%
Health care provider	24.8%	17.6%
Television	13.5%	22.8%
Outdoor advertisement (billboard/bus/wall)	2.0%	4.7%
Targeted mailing	2.9%	2.6%
Great Start	0.4%	0.4%
Radio	0.7%	1.3%
Newspaper/Magazine	0.7%	2.2%
Brochure/Newsletter	3.2%	4.9%
Family or friend	28.2%	21.7%
Health Department	4.1%	2.9%
School	0.2%	0.5%